

NEWSRADIO 590 KLBJ-AM LOCALISM INITIATIVESAustin, Texas

LOCAL NEWS

- We have 8 full time and 8 part time news reporters/anchors following local news only every day.
- We air 168 live local newscasts per week. We have also added four more minutes to our local morning newscasts and we have added a 30-minute news block to the morning show from 5am to 5:30am.
- The News Radio 590-KLBJ Website is updated with local stories all day as they develop.
- Local Issues are included in the local newscast.(For example: New Homeless Ordinance in Austin, Dell Earnings report, Pflugerville Horse Racing Track, Cedar Park build a new events center, and wall-to-wall election coverage with 12 reporters reporting on results.)

LOCAL PUBLIC AFFAIRS

- The Jeff Ward Show" is a daily three-hour call-in talk show (3-6pm Monday-Friday) locally produced and dealing with local, national and international issues.,
- "This Week in Austin" features KLBJ State Capitol reporter, Robert Wood, and includes interviews with key members of the Texas Legislature to get their views on the important issues. It airs every week.
- "The KLBJ-AM Morning Show" is a daily four-hour talk show (6-10am Monday-Friday) dealing in current events both local and national. Three hosts including a former Austin police sergeant have a round-table discussion intermingled with listeners calling in with opinions.

EMERGENCY PROGRAMMING

- We deliver live traffic reports from 5:05am 7:35pm.
- We have a staff of meteorologists on-the-air 24-hours a day.
- We broadcast weather emergency information instantly as it happens.
- News Radio 590-KLBJ is the broadcast originating point for the Central Texas Amber Alert Network.

POLITICAL PROGRAMMING

- KLBJ LOCAL TALK SHOWS frequently interview people who are involved in Austin political campaigns. This includes city council elections, congressional campaigns and single issue races and debates. A recent example is the Capitol Metro Commuter Rail issue in November 2004.

CIVIC, CULTURE AND OTHER PROGRAMMING

- Sunday 7:06am to 7:30am. The Lutheran Hour.
- Sunday 7:35am to 8:00am. Southwest Church of Christ.
- Public Service Announcements vary from consumer safety campaigns addressing car seatbelts and drinking and driving to civic campaigns addressing voting and literacy.
- Other types of PSAs aired help build awareness of local school functions like plays and sports events, cause-related fundraisers, and career assistance.

COMMUNITY ACTIVITIES

- KLBJ frequently promotes community activities such as Clean Sweep (a community litter campaign), Christmas Wish (finding solutions for needy families during the holiday season), Operation Call Home (a drive to provide pre-paid phone calling cards for central Texas troops in Iraq), Lake Travis Underwater Clean-Up, The Texas Book Festival (benefiting public libraries) and Austin Business Journal events (encouraging local businesses).
- Examples of other causes that received support are Goodwill's Weigh Good "health" promotion and a recent fundraiser for a local woman who lost her business to a fire (she did not have fire insurance: Dot's Place).
- KLBJ offers website inclusion announcing events and building awareness to mentoring programs like Junior League and to non-profits like the Austin Humane Society's fundraisers and the Easter Seal's Annual Gala.

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